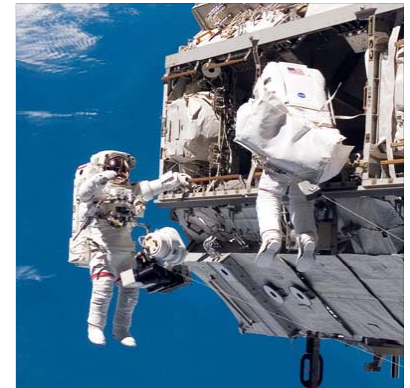
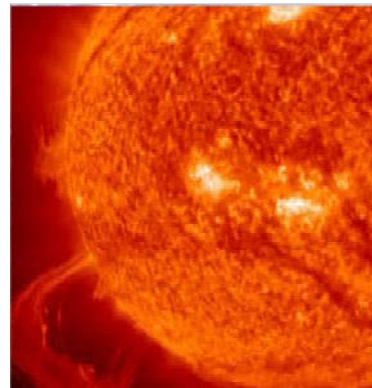
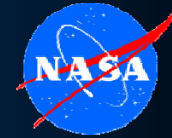




Communications/Public Engagement Strategy Review Team



Amy Kaminski, Strategy Review Team Lead
February 8, 2011

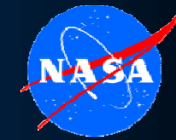


- Perceived lack of coordinated messaging and fragmented Agency communications (2006 PA&E Study, CCC feedback, survey results, etc.).
- High level of interest in improving communications and public engagement (Open Government, Participatory Exploration focus, communications/engagement as a NASA Strategic Plan goal, 2010 CCC charter changed to report directly to Deputy Administrator).
- Discussion and action from October CCC meeting directed more focus on developing and discussing Agency communications strategy.
- In Nov./Dec. 2010, Office of Communications stood up a Strategy Review Team to focus on Agency-wide communications and public engagement strategy.



The Strategy Review Team's work will support the development of an Agency Communications and Public Engagement Strategy that will enable NASA **to improve its connection with and ability to serve the American public** (emphasis added). Informed by a review of previous reports, survey results, recommendations, and policies and directives that have addressed communications reforms, the Strategy Review Team will focus on the following:

- (1) Define a primary framework, stakeholders, and issues that an Agency Communications and Public Engagement Strategy should address.
- (2) Develop and provide to the CCC recommendations for goals, priorities, measures of success, and other major messages and elements of an Agency Communications Strategy that is consistent with the NASA Strategic Plan and Open Government principles.
- (3) Develop and provide to the CCC recommendations for necessary actions to implement a comprehensive Agency Communications & Public Engagement Strategy.



Duration and Schedule

- The Strategy Review Team will initiate activities no later than December 20, 2010, and continue until the completion of the Agency Communications and Public Engagement Strategy.
- Targeting completion of Strategy Review Team phase and final report by late spring/early summer 2011.
- Implementation phase not addressed in charter.

Strategy Review Team

Team Members



Office of Communications

Office of the Deputy Administrator
Internal Communications Working Group
Public Engagement Working Group
ECC Representative
ESMD Communications Working Group
Mission Directorate Outreach Representative
Mission Directorate PAO Embed
Science Center Representative
Human Space Flight Center Representative
Office of Chief Technologist
Open Gov / CIO
Communications Coordinating Committee
New & Multi Media Representative & PAO Embed
Office of Legislative & Intergovernmental Affairs
Team Lead
Ex Officio

Rebecca Keiser
Becky Ramsey
Erika Vick
Jim Stofan
Gale Allen
Ruth Netting, SMD
Beth Dickey, ARMD
Mark Hess, GSFC
Lisa Malone, KSC
Mike Green/Derek Wang
Nick Skytland
Maureen O'Brien
Stephanie Schierholz, SOMD
Jason Chitwood
Amy Kaminski
D. Weaver, A. Ladwig, B. Jacobs

Approach & Timeline



Office of Communications

- (Nov.-Dec.) AA/Communications established charter; assembled the Strategy Review Team.
- (Dec.-Jan.) Began to identify broad issues to examine.
- (Jan. 19) Presented work to date to CCC; obtained CCC comments and support for Strategy Review Team approach.
- (Jan.-Apr.) Strategy Review Team conducting fact-finding within three working groups; will integrate to develop strategy and implementation recommendations. Targeting April CCC meeting to brief findings and recommendations.
- (Late spring/early summer) Report to Deputy Administrator after CCC endorses recommendations; take DA-approved report to SMC.